



<b>Policy:</b>	<b>O-1.5</b>
<b>Approved By:</b>	<b>College Executive Team</b>
<b>Approval Date:</b>	<b>June 22, 2005</b>
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<b>Policy Holder:</b>	<b>VP Administration</b>

## **ELECTRONIC COMMUNICATION WITH STUDENTS**

### **Purpose / Rationale**

The College wishes to communicate with students efficiently and effectively on matters of importance and interest pertaining to their College experience. As such the purpose of this policy is to establish principles, criteria, and guidelines for communicating with students electronically.

### **Scope / Limits**

This policy applies to the use of electronic communication with students, and applies to the College, all its employees, and its students.

### **Principles**

1. College guidelines will be established for appropriate electronic communication with students (See Section A).
2. College guidelines will be established for optimal administration and efficient use of technical resources (See Section B).
3. The Technology for Students Advisory Committee (TFSAC) will govern ongoing electronic communication with students and to manage exceptions, changes to policy and practice, and address concerns as they arise (See Section C).
4. The College reserves the right to limit use of its electronic communication resources.
5. All electronic communication will be used in the normal course of college operations and in accordance with the Freedom of Information & Protection of Privacy Act (FOIPOP) policy.
6. The College will use the Colleague System as the definitive source for storing all email addresses.
7. The student will establish a single email address for communication with the College. Where students do not have an email address to provide, one will be provided by the college.
8. When communicating with students on official College business, the College will use the email address selected by the student or provided by the college.

## **A. GUIDELINES FOR THE APPROPRIATE USE OF ELECTRONIC COMMUNICATION WITH STUDENTS**

### **1. Guidelines for all those using electronic means to communicate with students:**

- a) The message needs to be short, concise and reflect accurately the content.
- b) Mass communications will be discouraged unless there is a real and specific need for the entire student body to receive the specific information. Instead, communications must be targeted directly to intended recipient(s).
- c) All messages must clearly identify the owner or sender of the message.
- d) All constituency groups will follow specified guidelines established by TFSAC.
- e) Email use will be restricted to specific constituency groups:
  - Faculty group – access to their classes in relation to their teaching
  - Chair/Program Leader group – access to their Department/classes
  - Dean/Dir group – access to their School/Department/students
  - College & Community Relations - access granted for department, school and college initiatives
  - Student Services – access to all students
  - Educational Research & Development – access to all students
  - CCSS – access to CCSS members (see below)
  - College Safety – access to all students (if matters of urgency related to safety arise)
- f) TFSAC will establish appropriate limits for each constituency groups.
- g) Limits will be approved and reviewed yearly by TFSAC.
- h) Email traffic may be monitored periodically by IT Services to assess frequency and volume and will be reported to TFSAC.
- i) If necessary, frequency and volume exceeding set limits will be reviewed by TFSAC and managed by IT Services.
- j) Constituents wishing to email beyond their constituency group will need approval of TFSAC and their Dean/Director.
- k) Where possible, units will work cooperatively and collaboratively to send combined emails containing information of common interest to various constituency groups.
- l) Emails related to marketing initiatives for College programs, courses or projects will be prepared and sent in consultation with CCR.
- m) Emails related to student survey initiatives will be prepared and sent in consultation with ERD.

## **2. Guidelines for use by the Camosun College Student Society (CCSS)**

Following are the guidelines for CCSS's use when communicating electronically with students:

- a) For official information that all students need to be aware of, such as elections, referendums, and notices of AGM
- b) As a means to inform students on important issues affecting the student body.

## **3. Guidelines for use by the College**

Following are the guidelines for the College when communicating electronically with Students:

- a) To provide important and timely information that is of specific interest to students, such as deadlines, notification of key changes that will impact students and other information that is determined to be of enough significance that it should be distributed to students electronically.

Such information must be targeted to its intended recipient(s).

- b) To conduct College-initiated surveys to acquire information from the student body as a whole or from specific targeted groups.
- c) For teaching and learning purposes.
- d) To communicate with alumni.

## **B. GUIDELINES FOR ADMINISTRATION OF STUDENT EMAIL ACCOUNTS**

1. Any College account that has been inactive for 24 months may be deactivated.
2. Students will be advised before their College account is deactivated.

## **C. TERMS OF REFERENCE— TECHNOLOGY FOR STUDENTS ADVISORY COMMITTEE (TFSAC)**

TFSAC will be the forum for discussion and subsequent recommendations to IT Services and the IT Council regarding general needs, implementation and use of technology by and for students.

TFSAC will act as the steering committee for implementation and communication related to technology supporting students and their learning.

Additionally, TFSAC will be responsible for developing standards and providing guidance and advice regarding the use of various technologies to communicate with students as follows: managing exceptions, monitoring usage and ongoing communication, addressing concerns as they arise, and recommending changes to policy or practice.

## **Specific Role of Technology for Students Advisory Committee**

### **1. Take action on the following:**

- a) Monitor usage: ongoing monitoring of usage and volume of usage.
- b) Decisions: make decisions related to exceptions based on standard developed by this group.
- c) Problem solving: addressing concerns as they arise.
- d) Communication: provide ongoing communication to the College community.

### **2. Make recommendations related to:**

Changes to policy and practice: make recommendations to CTC on changes to the policy and recommend changes in process and practice to key decision makers and stakeholders within the college.

### **3. Membership:**

The membership will be composed of:

- a) Director of IT (Chair)
- b) Student Services representative
- c) CCSS representative
- d) Two student representatives from each Educational School
- e) Two instructors to be appointed by the Education Management Team (EMT)
- f) Communications, Advancement and Planning representative
- a) Educational and Research Development representatives
  - a. Library
  - b. Research
  - c. DE

### **4. Operations:**

- a) The Steering Committee will meet four to six times a year, or at the call of the Chair.
- b) Administrative support will be provided through the office of IT.
- c) Terms of appointments will be two years.

## **D. LINKS TO RELATED POLICIES, DOCUMENTS**

[O-1.2 Systems and Network Administration](#)

[O-5.11 Standards of Conduct](#)

[O-6.1 Freedom of Information and Protection of Privacy](#)

[E-3.2.6 Research Guidelines: Conflicts of Interest in Research](#)

[http://intranet/tips/documents/Information\\_Security\\_Procedures.pdf](http://intranet/tips/documents/Information_Security_Procedures.pdf)

## **E. Definitions**

Student – encompasses all descriptions and statuses as follows:

- Prospect, applicant, student (new, current, returning, continuing), graduate, alumni